

# CONTRACT



**WVIT**  
**1422 New Britain Ave**  
**West Hartford, CT 06110**  
**(860) 521-3030**

www.nbcconnecticut.com

And:

**GMMB**  
**3050 K STREET NW**  
**WASHINGTON, DC 20007**

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| <u>Contract / Revision</u><br>339240 / 1       |  | <u>Alt Order #</u><br>WOC10035205                      |
| <u>Product</u><br>candidate                    |  |  |
| <u>Contract Dates</u><br>10/02/12 - 10/08/12   |  | <u>Estimate #</u><br>1915                              |
| <u>Advertiser</u><br>FRIENDS OF ELIZABETH ESTY |  | <u>Original Date / Revision</u><br>09/28/12 / 10/03/12 |
| <u>Billing Cycle</u><br>EOM/EOC                | <u>Billing Calendar</u><br>Broadcast   | <u>Cash/Trade</u><br>Cash                              |
| <u>Station</u><br>WVIT                         | <u>Account Executive</u><br>Corey Lane | <u>Sales Office</u><br>Philadelphia NS                 |
| <u>Special Handling</u>                        |  |  |
| <u>Demographic</u><br>RHH                      |  |  |
| <u>IDB#</u>                                    | <u>Advertiser Code</u><br>118          | <u>Product Code</u><br>125                             |
| <u>Agency Ref</u><br>25779                     |  | <u>Advertiser Ref</u><br>28091                         |

| *Line | Ch   | Start Date        | End Date        | Description          | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount     |
|-------|------|-------------------|-----------------|----------------------|----------------|------|--------|-------------------|-------------|------|-------|------------|
| 1     | WVIT | 10/02/12          | 10/08/12        | 5-530A CT NEWS TODAY | 5A-530A        |      | :30    |                   |             | NM   | 1     | \$200.00   |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--              |                |      |        | 1                 | \$200.00    |      |       |            |
| 2     | WVIT | 10/02/12          | 10/08/12        | 530-6A CT NEWS TODAY | 530A-6A        |      | :30    |                   |             | NM   | 1     | \$250.00   |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--              |                |      |        | 1                 | \$250.00    |      |       |            |
| 3     | WVIT | 10/02/12          | 10/08/12        | 6-7A CT NEWS TODAY   | 6A-7A          |      | :30    |                   |             | NM   | 3     | \$1,350.00 |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--              |                |      |        | 3                 | \$450.00    |      |       |            |
| 4     | WVIT | 10/02/12          | 10/08/12        | 7-9A TODAY SHOW      | 7A-9A          |      | :30    |                   |             | NM   | 2     | \$950.00   |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/02/12          | 10/08/12        | MTWTF--              |                |      |        | 2                 | \$475.00    |      |       |            |
| 5     | WVIT | 10/02/12          | 10/06/12        | 7-9A SATURDAY TODAY  | 7A-9A          |      | :30    |                   |             | NM   | 1     | \$600.00   |
|       | CDR  |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/01/12          | 10/07/12        | -----S-              |                |      |        | 1                 | \$600.00    |      |       |            |
| 6     | WVIT | 10/02/12          | 10/07/12        | 7-8A CT NEWS TODAY   | 7A-8A          |      | :30    |                   |             | NM   | 1     | \$175.00   |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |
|       |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>      |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |            |
| Week: |      | 10/01/12          | 10/07/12        | -----S               |                |      |        | 1                 | \$175.00    |      |       |            |
| 7     | WVIT | 10/02/12          | 10/08/12        | 4-5P ELLEN           | 4P-5P          |      | :30    |                   |             | NM   | 3     | \$400.00   |
|       | IP   |                   |                 |                      |                |      |        |                   |             |      |       |            |

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBCE CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



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| <u>Contract Dates</u><br>10/02/12 - 10/08/12 | <u>Product</u><br>candidate | <u>Estimate #</u><br>1915                              |
| <u>Advertiser</u><br>FRIENDS OF ELIZABETH    |                             | <u>Original Date / Revision</u><br>09/28/12 / 10/03/12 |

| *Line | Ch                                 | Start Date        | End Date          | Description                    | Start/End Time        | Days            | Length        | Spots/<br>Week    | Rate                | Type        | Spots | Amount     |
|-------|------------------------------------|-------------------|-------------------|--------------------------------|-----------------------|-----------------|---------------|-------------------|---------------------|-------------|-------|------------|
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/02/12          | 10/08/12          | MTWTF--                        |                       |                 |               | 2                 | \$200.00            |             |       |            |
|       | <u>Spot</u>                        | <u>Ch</u>         | <u>Date Range</u> | <u>Description</u>             | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |                   | <u>Rate</u>         | <u>Type</u> |       |            |
|       | 2                                  | WVIT              | 10/02/12-10/08/12 | 4-5P ELLEN                     | 4P-5P                 | MTuWThF----     | :30           |                   | <del>\$200.00</del> | NM          |       |            |
|       | See MG 7.3,7.4<br>NA-NOT AVAILABLE |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       | 3                                  | WVIT              | 10/02/12-10/07/12 | 3-4PM STEVE HARVEY             | 3P-4P                 | -TuWThF----     | :30           |                   | \$150.00            | NM          |       |            |
|       | Ⓜ MG for 7.2 10/03                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       | 4                                  | WVIT              | 10/02/12-10/07/12 | 4305A CT NEW TODAY M-F 430A-5A |                       | -TuWTh-----     | :30           |                   | \$50.00             | NM          |       |            |
|       | Ⓜ MG for 7.2 10/03                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
| 8     | WVIT                               | 10/02/12          | 10/08/12          | 5-6P CT NEWS @ 5PM             | 5P-6P                 |                 | :30           |                   |                     | NM          | 3     | \$1,650.00 |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/02/12          | 10/08/12          | MTWTF--                        |                       |                 |               | 3                 | \$550.00            |             |       |            |
| 9     | WVIT                               | 10/02/12          | 10/08/12          | 6-630P M-F CT NEWS @ 6         | 6P-630P               |                 | :30           |                   |                     | NM          | 3     | \$2,400.00 |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/02/12          | 10/08/12          | MTWTF--                        |                       |                 |               | 3                 | \$800.00            |             |       |            |
| 10    | WVIT                               | 10/02/12          | 10/03/12          | PRESIDENTIAL DEBATE            | 9P-11P                |                 | :30           |                   |                     | NM          | 1     | \$3,000.00 |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/01/12          | 10/07/12          | --W----                        |                       |                 |               | 1                 | \$3,000.00          |             |       |            |
| 11    | WVIT                               | 10/02/12          | 10/05/12          | F9-10P GRIMM                   | 9-10P                 |                 | :30           |                   |                     | NM          | 1     | \$1,800.00 |
|       | CDR                                |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/01/12          | 10/07/12          | ----F--                        |                       |                 |               | 1                 | \$1,800.00          |             |       |            |
| 12    | WVIT                               | 10/02/12          | 10/08/12          | 11-1135P LATE NEWS             | 11P-1135P             |                 | :30           |                   |                     | NM          | 3     | \$2,400.00 |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/02/12          | 10/08/12          | MTWTFSS                        |                       |                 |               | 3                 | \$800.00            |             |       |            |
| 13    | WVIT                               | 10/02/12          | 10/08/12          | 1135-1235A TONIGHT SHOW        | 1135P-1235A           |                 | :30           |                   |                     | NM          | 3     | \$1,350.00 |
|       | CDR                                |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/02/12          | 10/08/12          | MTWTF--                        |                       |                 |               | 3                 | \$450.00            |             |       |            |
| 14    | WVIT                               | 10/02/12          | 10/06/12          | 1130P-1A SNL                   | 1130P-1A              |                 | :30           |                   |                     | NM          | 1     | \$650.00   |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/01/12          | 10/07/12          | -----S-                        |                       |                 |               | 1                 | \$650.00            |             |       |            |
| 15    | WVIT                               | 10/02/12          | 10/07/12          | NFL REG SEASON NON LOCAL       | 815P-1130P            |                 | :30           |                   |                     | NM          | 1     | \$3,200.00 |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |
|       |                                    | <u>Start Date</u> | <u>End Date</u>   | <u>Weekdays</u>                |                       |                 |               | <u>Spots/Week</u> | <u>Rate</u>         |             |       |            |
| Week: |                                    | 10/01/12          | 10/07/12          | -----S                         |                       |                 |               | 1                 | \$3,200.00          |             |       |            |
| 16    | WVIT                               | 10/02/12          | 10/08/12          | 11-12P CT NEWS TODAY           | 11A-12P               |                 | :30           |                   |                     | NM          | 1     | \$75.00    |
|       | IP                                 |                   |                   |                                |                       |                 |               |                   |                     |             |       |            |

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| *Line  | Ch   | Start Date        | End Date        | Description       | Start/End Time | Days | Length | Spots/<br>Week    | Rate        | Type | Spots | Amount      |
|--------|------|-------------------|-----------------|-------------------|----------------|------|--------|-------------------|-------------|------|-------|-------------|
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/02/12          | 10/08/12        | - TWTF - -        |                |      |        | 1                 | \$75.00     |      |       |             |
| 17     | WVIT | 10/02/12          | 10/08/12        | 2-3PM JEFF PROBST | 2P-3P          |      | :30    |                   |             | NM   | 4     | \$500.00    |
| IP     |      |                   |                 |                   |                |      |        |                   |             |      |       |             |
|        |      | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>   |                |      |        | <u>Spots/Week</u> | <u>Rate</u> |      |       |             |
| Week:  |      | 10/02/12          | 10/08/12        | - TWTF - -        |                |      |        | 4                 | \$125.00    |      |       |             |
| Totals |      |                   |                 |                   |                |      |        |                   |             |      | 33    | \$20,950.00 |

| Time Period         | # of Spots | Gross Amount | Net Amount  |
|---------------------|------------|--------------|-------------|
| 10/01/12 - 10/08/12 | 33         | \$20,950.00  | \$17,807.50 |
| <b>Totals</b>       | 33         | \$20,950.00  | \$17,807.50 |

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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